



ANNUAL REPORT

2025

BrusselsChildbirthTrust
Supporting Families and Parents-to-be in Belgium



CONTENTS

THE BCT'S MISSION STATEMENT SAYS

*The aim of the **BCT** is to provide help and support to English-speaking families in the greater Brussels area, during the early years of parenthood.*

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INTRO

The past year has been a very positive one for the BCT, marked by lively events and a continued focus on supporting families across Belgium. As President, I am so proud of what we have achieved together and of the strength of our community.

One of the major highlights of the year was our Nearly New Sale (NNS) in October. Once again, the event attracted a large number of sellers and buyers, confirming its ongoing value for our members. Families were able to access good-quality children's items at affordable prices, while enjoying the social aspect of the day. I would like to sincerely thank the volunteers whose hard work and organisation made this event such a success.

We also ended the year with our much-loved Christmas Party, which brought families together in a warm and festive atmosphere. With crafts, games, and seasonal activities, it was a joyful occasion and one of the most memorable events of the year.

Throughout the year, our Clubhouse continued to be at the heart of BCT activities. Our two weekly baby playgroups attracted many members and so did our monthly Story Time & Crafts sessions that remained very popular also with slightly older children. All our Clubhouse gatherings offer a welcoming space for creativity and connection. In addition, the Clubhouse hosted playgroups, parenting talks, and a range of creative workshops and courses, and continued to be available for birthday party rentals, helping to generate essential income for our organisation.

Alongside our in-person activities, our newly launched WhatsApp community continued to grow and strengthen. With around 450 members and 28 active

support and interest groups, it plays an important role in connecting families, sharing information, and providing everyday support, particularly for those new to Belgium.

Beyond events and activities, the BCT remains committed to offering reliable support and information to families and parents-to-be. Through our online platforms, community groups, and in-person meetings, we continue to be a trusted resource.

None of this would be possible without our dedicated volunteers, who generously give their time to organise events, support members, and help run the BCT.

As we look ahead, I encourage everyone to stay involved, share ideas, and help us continue building this welcoming and supportive community for families that we are.

Thank you all for your continued support!

Chiara Troisi
BCT President



Chiara

MEMBERSHIP

2025 was a remarkable year for the BCT. We are delighted that throughout the course of 2025, 876 families held BCT membership and were able to participate in all that the BCT has to offer.

It was a year where we welcomed many new members and were delighted to see so many existing members renew their memberships with BCT. In total, 396 new members joined us and 454 existing members renewed their membership. 2025 saw a record number of membership renewals; a reflection of the value members place on BCT's vibrant community - from in-person meet-ups and playgroups to a thriving and supportive WhatsApp Community.

It has been wonderful to see the Clubhouse in constant use, with a wide variety of playgroups, talks, story time and craft sessions, events, BCT parties and, of course, when rented by BCT members for private parties and special events.

Spring and the start of the new school year in September were busy months for the membership team as many new members joined and we welcomed many returning members via renewals. We are delighted to see that 2026 has started on a very strong footing as we welcome many more members to the BCT family!

Twizzit continues to be an extremely useful tool in not only streamlining our renewal process, but also in housing all things BCT, from the calendar of events and playgroups to the details of interest groups, support and local groups. We continue to seek ways in which we can make it as straightforward as possible for our members to manage their BCT membership via Twizzit.

PLANS FOR 2026

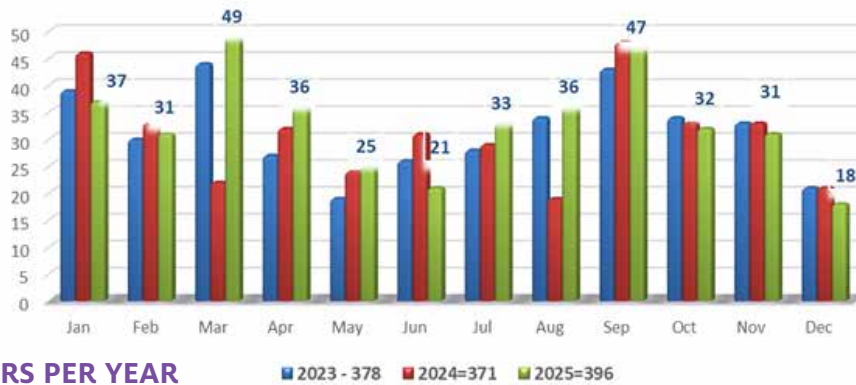
We look forward to all that 2026 has to offer to our members, and to continuing to enhance our membership processes to ensure we provide the most efficient ways to welcome new members and streamline renewals.

BCT MEMBERSHIP card on Twizzit



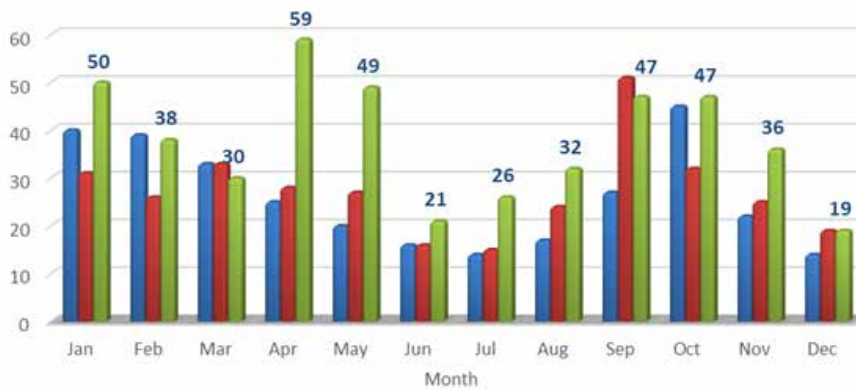
MEMBERSHIP DETAILS

MEMBERSHIP TYPE	Standard Membership
ORGANIZATION	Brussels Childbirth Trust
DURATION	04/08/2022 -> 04/08/2023
COMMENT	



NEW MEMBERS PER YEAR

■ 2023 - 378 ■ 2024=371 ■ 2025=396

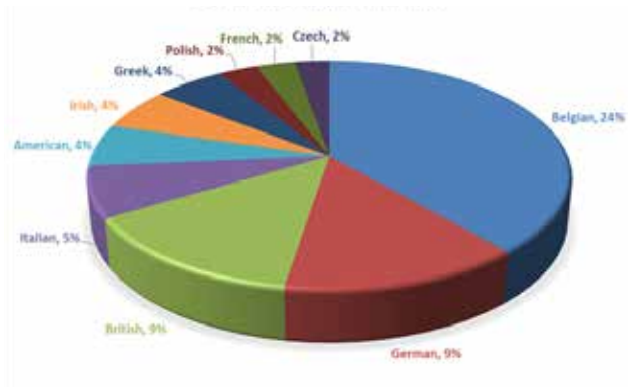


RENEWALS PER YEAR

■ 2023 = 312 ■ 2024=327 ■ 2025=454

TOP 10 MEMBER NATIONALITIES

BCT is proud to be an incredibly international community, with 65 nationalities amongst our membership in 2025.



WHERE ARE OUR MEMBERS LOCATED?



We have a diverse membership located all across Belgium. Here are the ten communes within Brussels where we see the highest levels of membership.

VOLUNTEERING

2025 has been a great year for volunteering at the BCT! There has been a renewed sense of enthusiasm across our membership, and it has been wonderful to see so many members stepping forward to get involved.

THRIVING CLUBHOUSE GROUPS!

Our Clubhouse groups were especially popular with volunteers during 2025 and for the first time in years no groups had to close due to lack of volunteers. Handovers between hosts ran smoothly and the fact that most groups now have multiple co-hosts the responsibility has been shared more evenly. This has reduced pressure on individual hosts, making volunteering more enjoyable and sustainable working in a small team. Many groups have developed a system where one co-host arrives early to open and the other stays later to close. In some cases, groups such as the bumps and babies, flourished so much that the group decided within itself to divide up into two different age groups to allow the younger babies more peaceful play sessions while the older ones could crawl around. Volunteer hosts then 'graduated' alongside their babies and continued their volunteering journey in the older group. A lovely example of continuity within the BCT community.

Likewise, those whose children started creche or school, also found new ways to stay involved as they volunteered for weekend playdates, hosted playgroups during the school holidays and helped with events so they could still carry on the friendships they made through volunteering well beyond those early months

STRENGTHENING OUR VOLUNTEER COMMUNITY

The Clubhouse hosts chat on WhatsApp continued to be an invaluable support system to all playgroup volunteers. It allowed hosts to feel part of a bigger team and share the practical responsibilities of maintaining the Clubhouse, monitoring supplies and delegating the washing of towels and mat-covers as well as reporting issues with utility services and equipment. It truly helps our Clubhouse function as the welcoming 'home-away-from-home' that we designed it to be.

This chat has also been a lifeline when last-minute changes arise. If a little one wakes up unwell, a quick message often resulted in another host stepping in within minutes. If this wasn't possible then, again thanks to Twizzit, we could reach out to those who had marked that they planned to attend and ask if they would consider hosting for a one-off time. Wonderfully many members agreed to host at short notice! Even better, several who tried it, once they discovered hosting was not as daunting as it seemed, have since signed up as extra co-hosts!





Volunteering at the Nearly New Sale

GROWING MOMENTUM THROUGH THE NEW BCT WHATSAPP COMMUNITY

As local area WhatsApp Chats within the BCT WhatsApp Community became more active, so too did offers to volunteer and arrange in-person meetings. While we are still rebuilding towards pre-Covid levels, the willingness of members to step forward in their local areas is an incredibly positive sign and a direct benefit from our vibrant new WhatsApp Community.

VOLUNTEERING CAN BRING LIFE-LONG FRIENDSHIPS

2025 saw another successful Nearly New Sale which remains our most volunteer-intensive event. With a committee of 22 and an additional 49 on-the-day helpers and quality checkers this shows BCT volunteer teamwork on a large scale. Despite all the work, many volunteers describe this as their favourite BCT event!

They enjoy the special opportunity the Sale provides for them to connect with volunteers from across all BCT areas including our wonderful BCT Lifers group, whose children are now in their 20's and even 30's, yet who still very generously return each year to volunteer. It's a lovely reminder that volunteering for the BCT creates lasting friendships and a strong sense of community fellowship.

Once again it must be noted that for the 3rd year running all volunteers who signed up to help with this event were 100% reliable. Emphasizing the fact that our members are very much aware that the BCT is entirely volunteer-run and without members stepping forward and giving up their time, events such as the Nearly New Sale simply would not be possible.

PLANS FOR 2026

At the end of 2025 the number of regular volunteers helping to run the BCT stands at just over 100 which is a significant increase on the figures from 2024. This is a very encouraging trend as the more volunteers we can recruit the more we can share the daily workload and ensure the BCT remains sustainable and, most importantly, enjoyable for everyone volunteering. Board roles remain substantial and succession planning is always at the back of our minds. However, it is reassuring that at the end of 2025, at least 2 longstanding volunteers expressed an eagerness to join the Board and take on even more responsibilities.

The Clubhouse

THE CLUBHOUSE

The BCT Clubhouse continues to provide families with a multifunctional and convivial space to meet up. With its sizeable and attractive garden, it was enjoyed throughout 2025, especially for Easter egg hunts, summer barbecues and general playgroups.

The Clubhouse with its central location, warm atmosphere and unique decor has proven to be a great venue for the in-person part of our hybrid prenatal courses as well as for many course reunions.

Volunteers' time was invested inside the Clubhouse and in the garden during 2025 for necessary general maintenance. New lockboxes were fitted, the table top and skirting boards were repainted and wall fittings were reattached.

The Clubhouse hosted countless face-to-face meetings, much to the delight of members. These included events such as Easter, Halloween and Christmas events, family photo shoots, regular playgroups, interest, support and local group meetings, talks, workshops and member courses.

The rental of the Clubhouse to members for private parties continues to prove to be very successful with 66 bookings and a lot of positive feedback about our child-friendly premises. This was a very welcome and needed additional source of revenue. In addition, 17 members renewed their membership and 9 non-members joined the BCT to be able to book a party at the Clubhouse.



Party rental

LIBRARY

The Clubhouse is home to the BCT lending library and on-site children's library. The new librarian managed the library on site. In 2025 we bought some of the books which have been recommended to further enhance the library collection. We received a few book donations. We will also remind members that they may always donate any recently-published books to do with pregnancy, childbirth and raising children.

Plans for 2026 include an update of the book catalogue, which is listed on the BCT website.

PLANS FOR 2026

A few improvements are planned and small general repairs will be carried out. Volunteers will continue to sort out and clean toys, cushions and costumes and remove/replace any that are faulty. We need to recruit a new Supplies Co-ordinator. Regular playgroup hosts continue to kindly help out with necessary tasks and supplies.



PRENATAL SUPPORT

A new Prenatal Services Coordinator joined the Board after the longstanding volunteer retired from the role at the AGM. With new dynamics the service was further developed and in early 2026 we added a Breastfeeding Preparation Course to our prenatal service portfolio.



Prenatal course live online session

BIRTH & PARENTING COURSES

We continued offering hybrid and in-person courses in 2025, with Alison Copner teaching the in-person courses in her home in the Tervuren area, Özra Gökce teaching the online sessions on Zoom and Nina Poschinger teaching the in-person sessions at the Clubhouse.

We ran 17 courses in 2025 (15 in 2024) of which 11 were hybrid courses and 6 in-person. The number of couples taught increased from 111 in 2024 to 125 in 2025.

Most course reunions were facilitated by Nina at the Clubhouse, introducing new families to this wonderful friendly space.

The prenatal team is delighted to provide course participants with information about the BCT's re-enforced postnatal peer support offerings like breastfeeding café, feeding support, cloth nappy information, Early Day Support, babywearing etc.



Prenatal course reunion

BIRTH & PARENTING REFRESHER COURSES

The number of Refresher courses decreased from 11 in 2024 to 6 in 2025 despite this being a highly individualised course that is offered 1-to-1 on demand and in a flexible format either in-person or online.



Prenatal course reunion



Birth & Parenting course in-person session at The Clubhouse

PREGNANCY IN BELGIUM (PIB) EVENINGS

The Pregnancy in Belgium (PiB) evening classes continued to be offered in 2025, with Özra Gökce teaching the class online.

As in 2024, 10 classes were taught with almost the same number of people attending. And, as in 2024, the latter months of the year were poorly attended, with the December class having to be cancelled.

We will have to see how we can address this in our planning for 2026.



In-person prenatal course Tervuren area



FIRST AID FOR PARENTS

We continued to receive a referral fee for these classes in 2025. As these classes were very popular amongst BCT members, the income is substantial.

POSTNATAL SUPPORT



Our members enjoyed the various postnatal services both online and at the Clubhouse. A new brochure was created to introduce new parents to the BCT Postnatal Services and community platform on Twizzit.

A new, experienced Early Days Support (EDS) volunteer joined the team, offering regular in-person meet-ups which new mums responded positively to. The first in-person cloth nappy information session as well as our regular breastfeeding café and

babywearing workshop were all well attended which emphasises the wish of new parents to meet and connect.

TENS AND VALLEY CUSHION RENTALS

Our Tens and Valley Cushion Hire Service responded to 17 requests from members last year: 16 for TENS and 1 Valley Cushion. Members enquire about their availability by email and after receiving confirmation, they make the rental request and payment via Twizzit. The hand out and return of the items are managed by one of our volunteers. Participants of our prenatal courses are made aware of the TENS / Valley Cushion services by the prenatal teachers

EARLY DAYS SUPPORT

This service was re-launched in 2025 with a new focus on members' needs. The team now consists of four EDS volunteers who can be contacted by email or, on request by the prenatal teachers, are available to present the postnatal services to expectant parents during our Birth & Parenting courses. Listening skills training for the new volunteers is foreseen.



Cloth Nappy workshop

is now also open to expectant parents who have the option to practice babywearing under close to real life conditions with a weighted doll. The Sling Library lent 3 wraps to 2 members, for a total of 9 weeks.



Babywearing workshop

FEEDING SUPPORT

Three volunteers are available to offer feeding support and answer questions by email or by phone. We noticed that questions emerge after an initial person to person contact with one of our support volunteers such as during playgroups, after the EDS volunteer introduces themselves at the prenatal course, or during the Breastfeeding Café. The monthly Breastfeeding Café at the Clubhouse is still popular, it aims to respond to questions and offer encouragement and guidance to new parents.



Postnatal support team meeting

CLOTH NAPPY SERVICE

QCloth nappies are now available for members to borrow at the Clubhouse along with a very useful BCT brochure that holds information and practical tips on using cloth nappies in Belgium. As a new initiative, our volunteer held a presentation on Cloth Nappies at the Clubhouse which received a very good response from

members. We will regularly re-run this presentation in 2026.

BABYWEARING SERVICE & SLING LIBRARY

The baby wearing workshops with sling library are popular amongst members. Our new volunteer has re-structured the workshop and a total of 7 workshops with 52 registrations were given in 2025. The workshop

PLANS FOR 2026

We aim to create a postnatal program, both in person and online, available for free for BCT members. It is currently piloting on Wednesdays at the Clubhouse and Thursdays online and is based on three pillars: Emotional support for new mums, socialising opportunities for new mums, and baby and early parenting related information talks.

We are looking into the possibility to integrate the rental of Cloth Nappies and the sling library to the Twizzit platform for easier communication between members and respective volunteers.

GROUPS

The schedule of playgroups, events, and local group meetups continued to be busy throughout the year, with 575 different BCT group meet-ups organised in 2025, meaning an average of 11 groups meet every single week.

We are lucky to count on wonderful volunteers who invest their time in organising so many meet-ups each week as well as supporting members through dedicated social channels like Facebook, WhatsApp, and of course Twizzit. Without their enthusiasm, support and commitment, it would not be possible to run all our activities and to offer so many opportunities for members to meet other families.

CLUBHOUSE PLAYGROUPS

There were 242 playgroups organised in 2025. During the week the most regular playgroups at the Clubhouse were Bumps & Babies, playgroups for babies 9 months+, Sing & Play, Thursday Morning Playgroup, Afternoon Craft Playgroup and, during the weekend, the Monthly Playgroup and Story Time, Craft & Book Exchange.

LOCAL GROUPS

In 2025 there were 11 active local groups in Belgium, with Woluwe being the most active and several groups (re-)launching during the year with new group leaders, including Etterbeek-Central, Auderghem, Anderlecht/Dilbeek, Zaventem/Diegem/Machelen/Vilvoorde, and Mechelen.



Woluwe Group



Sing & Play

The group organisers put a lot of effort into creating local opportunities to meet up to suit working parents as well as those who stay at home.

There were 249 local group meet-ups organised this year, including over 25 mums' and dads' nights out, 12 seasonal events & parties, including Halloween, St. Marten, Christmas and Easter events, multiple other activities such as a sports day, museum visits, nature walks, as well as over 200 other coffee/playdates and get-togethers. This shows that face-to-face meet-ups continue to be very popular amongst our members.



Weekend playgroup

With the local groups being integrated into the BCT Whatsapp Community, members have found their local groups more easily in the online community, which showed a great increase in communication and numerous spontaneous meet-ups taking place in several of the local groups, not included in the above count.

The local group organisers connected on a regular basis during the last year to exchange experiences on successes within their local groups, as well as how to encourage and involve our members to get more involved. Group leaders also edited regular newsletters and provided relevant family-related information from their local neighbourhood. All local group meet-ups are open to all BCT members, regardless of where they live.

SUPPORT GROUPS

Support groups play a big role in helping members who have to deal with similar life situations. These groups tend to physically meet less frequently but offer crucial support in our WhatsApp Community or

Facebook groups. Currently active are: Parents of NICU (neonatal) Babies, Pregnant & New Mums group, Twin and Multiples, (Future) Single Mums by Choice. The NICU Babies, Twins & Multiples and (Future) Single Mums by Choice groups meet up occasionally at the Clubhouse and at external venues. Newly added in 2025 to our portfolio is the Miscarriage Support Group which is also open to non-members.

INTEREST GROUPS

Among the Interest groups, the BCT language groups continue to be very popular, with 56 language group meet-ups in 2025. These groups are an incredible resource for expat parents to be able to meet other parents from the same country to expose their children to common traditions, cultural tales, games and festivities. The German, Greek, Irish, Italian, Polish, Portuguese, Scandinavian, Spanish and Turkish language groups were active this year, meeting mainly at the Clubhouse during weekends to organize a fabulous range of activities, family outings, brunches, playgroups and gatherings inspired by cultural and seasonal traditions.



There were also 28 meetings of other interest groups at the Clubhouse and beyond, including Dads and Kids, Working Parents, Feminist Parents, Rainbow Families. The Family Cycling Group has become a vibrant space for exchange in our WhatsApp Community.

PLANS FOR 2026

We are always looking for more members to help with the organisation and running of our many groups, offer more activities and fulfill the needs of our community. It also enables members to share the responsibility for meetings to run. Organising a group can be very rewarding, especially as part of a team.

We are currently still looking for new volunteers for the group leader roles for the Schaarbeek, Tervuren and Kraainem/Wezembeek-Oppem local groups.

We would also like to encourage members to be more respectful of the group organisers' time and commitment, by making sure they keep their membership active to help provide the resources we all make use of, and also to keep their RSVP to different activities updated. All group leaders are busy parent volunteers and deserve to know that their efforts are appreciated.



Story Time, Crafts & Book exchange



Bumps & Babies



Dads' group

EVENTS

In 2025, we had a good year with events held throughout the year. We managed to find volunteers to come forward and help when needed.



Clubhouse BBQ

CARNIVAL PARTY

The first seasonal event was the carnival party held at the Clubhouse. Children dressed up as their favourite characters which provided a lot of enjoyment.

EASTER EVENTS

Easter time brought with it more member gatherings. The local Woluwe group hosted two super fun Easter egg hunts in local parks, which were well attended by our members' families. The Clubhouse was also a venue for Easter egg hunts in the garden.

SUMMER PICNIC

Our annual summer picnic was held in the Cinquantenaire park hosted by the Central Brussels local group. Once again members came out and enjoyed the sunny weather, sharing food dishes from their home countries in the 'around the world picnic'.

CLUBHOUSE BBQs

During the summer months our Clubhouse garden hosted several summer barbeques that were great opportunities to meet fellow member families and socialise.

HALLOWEEN PARTY

We had several small scale Halloween parties and gatherings in our local groups as well as a Trick or Treat walk organised by the BXL South group. We also held a Halloween party at the Clubhouse which was hugely popular. With fun events including crafts, dancing and face-painting and an amazing line up of wonderful, fun and scary costumes worn by children and parents alike.

NEARLY NEW SALE

The Nearly New Sale took place again this year in the Joli Bois hall in Woluwe-Saint-Pierre in early October. The hall was chosen as the venue for this year as it holds some features that are well received by the organising team as well as by members and non-members and we had used the venue in the past. Thanks to the tailor-made software, that was designed by our NNS technology coordinator and longstanding committee member, the system for registering the of sale items and the sale process of scanning and payments all went smoothly and we hailed the event as a huge success. We had just under 500 buyers attending, a mixture of members and non-members. All agreed that it was a great community and fundraising event.

FAMILY PHOTOSHOOT EVENT

We organised two photoshoots, each run over a weekend in the family friendly atmosphere of the Clubhouse and led by professional photographers. The spring photoshoot took place in May, with a second photoshoot held in November so members had the opportunity to have an annual Christmas family photo taken. These events have proved extremely popular and the sessions are always fully booked, with our members greatly appreciating the results produced by the talented photographers.



BCT Halloween Party



Nearly New Sale

CHRISTMAS PARTY

This year's Christmas party at the Clubhouse was organised by a wonderful mix of members from local groups as well as playgroup hosts who all were determined to stage an event for members to enjoy the festive season together. The program included face-painting, seasonal games, crafts, Christmas carols, a playful interactive singing animation, and generous contributions to a joint buffet.

The Clubhouse was decorated as a joint effort by several playgroups during the run up to the event day and was enjoyed by many more playgroups throughout the month.

Supporting us in the organisation of these events is our Twizzit app. We aim to continue to use the app to allow members to sign up for BCT events and help organisers check entrance tickets. It's a simple yet very successful tool.



Easter Party at the Clubhouse

INFORMATION

The Information Team continues to be the front desk of the BCT and the point of contact for newly arrived families as well as potential and even current members that have got specific queries.

In 2025, the Information Team had two dedicated members who checked emails daily and endeavoured to answer the queries of members and non-members alike. One of those team members supports the Talks Coordinator, whose role is to organise popular and varied talks and workshops for BCT members.

EMAIL QUERIES

In 2025, the Information Team continued to answer a high number of email queries. Many queries came from non-members who were moving to Belgium or who were looking for advice regarding schools or healthcare for example. Many queries also came from non-members interested in attending playgroups or events at the Clubhouse or local group activities.

PHONE CALLS

The BCT phone line received 58 calls in 2025 compared to 97 calls in 2024. However, queries by email are still the most used approach to contact the BCT. As in previous years, most calls came from non-members looking for practical information. These calls ranged from enquiries about membership, BCT WhatsApp Community, prenatal courses, playgroups, local groups, Clubhouse party rentals, BCT events, the Belgian medical system to offers of collaboration. All callers new to the BCT were informed about the full range of BCT services and encouraged to visit our website for further information. As usual, we also received a few calls from people in need of a listening ear. At the end of such a call, we always signposted the caller towards additional sources of support, such as BCT local, Facebook and WhatsApp groups, the Belgian Schools Network, embassies or the Community Help Service.

TOP QUERIES

Local Groups, Playgroups,
Childminders/crèches,
Gynaecologists/new pregnancy/
Prenatal Courses, Schools,
Healthcare in general, Breastfeeding,
First Aid Classes &
Clubhouse party rentals

TALKS

Members continued to participate in a variety of interesting talks and workshops held at the Clubhouse or online that are free to attend.

We offered talks at the Clubhouse in 2025, on baby's first foods, baby-wearing, attachment theory, dealing with death, creative journaling, cloth nappies. We offered online talks on multilingualism, returning to work, career transition, family sleep, burnout prevention, family food connections and holiday food stress, emotional and stress management, toddler discipline, mum guilt, self-care, identity change and balance, introducing solid food, time management and productivity, holiday preparation and recovery, summer mum support drop-in, styling and decluttering your home. Talks were free for members and non-members were able to attend for a small fee. Throughout the year we ran 47 talks on postnatal, parenting and family life related subjects.

WORKSHOPS

In 2025, we offered online and in-person workshops, that are longer or even consist of several sessions and for which participants usually pay a fee. Subjects were: job skills (personal branding) and floristry. These workshops may be reoffered in 2026.

MEMBER COURSES

Since 2016 we have been offering BCT Members' Courses in partnership with some of our members who are qualified in areas that are of interest to our membership.



Talk on Baby's First Food

As with BCT talks and workshops, in 2025 members were happy to either continue following courses online from home or in-person. Members regularly attended online or in-person classes for Pilates and postnatal exercise.

PLANS FOR 2026

A number of free talks and workshops are already scheduled for 2026 online and at the Clubhouse, including babywearing, changes for the new year, family sleep issues, flat-head syndrome, new parents' wellbeing, menopause yoga, phonics and organising your home, along with more talks on perimenopause.

We continue to offer those talks, workshops and courses which have shown a consistent demand from members, notably babywearing, Pilates, postnatal exercise and parenting skills. New for 2026: Prenatal exercise classes at the Clubhouse.

Feedback from members has been very positive. Participants have enjoyed learning and meeting like-minded people, both online and at the Clubhouse which provides excellent features like daylight, a large screen, flexible room settings, kitchenette, refreshments and a welcoming atmosphere for these events.



Pilates & more member course



Creative journaling member course



Phonics workshop

COMMUNICATIONS

SMALL TALK: THE MEMBERSHIP MAGAZINE

We published four issues of our membership magazine in 2020. A wide range of topics relating to childbirth, parenting and family life were featured, providing relevant and valuable information.

Our members keep discovering the advantages of a digital magazine in particular accessibility at any time and place, easy to read as font sizes can be enlarged, full colour layout, and of course the interactive features with all resources being just a click away.

Every issue is being introduced to our readers with a dedicated newsletter. A link is also included in our weekly newsletter and the Twizzit homepage holds a link to access Small Talk online.

The team consists of the editor plus two editorial assistants and two proof readers. The liaison between volunteers and professional layout company continues to work very well.

Display advertising has decreased by number of advertisers, processed adverts and income. We have seen this development for some years now and get increased requests for online advertisement on our website and our Social Media channels.

PUBLICITY AND PUBLICATIONS

Our **Facebook page** continues to be an important publicity tool for the BCT. The number of followers grown to 5,600 at the end of the year. To increase traffic just by posting content has become much more difficult due to the constantly changing META algorithm. While we continue to post content to other Facebook groups, we also occasionally place paid advertisement for important, income generating content such as Nearly New Sale ads, membership promotional ads and those that promote our Birth & Parenting courses to have a wider reach.

The BCT's **profile on Instagram** is slowly growing



because we have increased our activity there. There is not much difference between Instagram and Facebook regarding content but we see that a certain part of our target group has left Facebook and gone to Instagram for good.

We have noticed in recent years that the activity in our **Facebook group** has slowed down. The group is still growing, though much slower than in the past. It is still an important 'landing place' and forum for newly arrived families with babies and young children as well as expectant parents in Belgium hence an important platform for us to promote our activities. However, as mentioned above, our target group is slowly moving away from Facebook.

The new **BCT WhatsApp community (WAC)** has become the new virtual meeting point for our members. As a moderated members only space it provides the safe space that young families are looking for when sharing experiences, needing advice and wanting to meet up.

We continued to improve the **website** by restructuring pages and continuously updating content. We also regularly published relevant Small Talk articles on the website blog and promoted them via our Social Media channels to distribute the new content and increase website traffic and visibility.

Twizzit, our app/platform, is a stable communication tool with our members. The **weekly newsletters** are complimenting perfectly the events agenda that lists all activities in our community.

Additional projects the team worked on in 2025: BCT services were promoted on a daily basis throughout the year especially via our Social Media channels. Our business profile on Google maps is being updated regularly and proves to be an additional tool to ensure our local online visibility.

About 100 publicity packs were prepared and distributed via the Pregnancy in Belgium sessions and by individual mailings.

Cross-team support was provided, e.g. production of the Annual Report 2024, President's presentation at the AGM 2025, design support for WAC, design and reprint of BCT services flyer, design of a Postnatal brochure, update, reprint and mailing of the Pregnancy in Belgium booklet, design of various posters as well as onsite and online publicity support for all events and activities including a campaign to promote the NNS.

PUBLICITY - PLANS FOR 2026

We will review how less advertising income will affect our budget. We are planning to develop a concept for online advertisement opportunities on the website. Cutting costs in all areas will continue to determine all publicity activities. The publicity team needs additional, active members in order to develop and implement some of the above mentioned plans and projects to promote the BCT.



ONLINE MEDIA

One of the main goals of the BCT has always been to connect people, providing them with a social support network. In 2025, we took a new step into this direction and set up a BCT WhatsApp Community! This adds an additional layer to how our members can connect with each other.

WEBSITE FOR INFORMATION

Our website www.bctbelgium.org, is still our main point of contact for non-members who come across the BCT for the first time. It provides them with information about the BCT, our services and activities, our courses and classes. We also publish detailed information about our Nearly New Sale on our website for easy access. That way, both members and non-members can participate in the Sale and make it the much loved community event it has become over the years.

TWIZZIT FOR COMMUNITY

Twizzit, our membership management platform, is not simply a membership management system. It also gives members instant access to the BCT agenda, to sign-up forms and membership information. It is indispensable for organizing meetups at the BCT Clubhouse or elsewhere in our community as well as for our course and event registrations. Both members and non-members can use our forms to register and pay directly online.

The BCT sends out a weekly newsletter via Twizzit with information about upcoming events and meetups. Groups also use Twizzit to communicate regularly with their members. In total, 128 newsletters went out to members in 2025. The platform is accessible both via the Twizzit website and the BCT Twizzit app.

WHATSAPP COMMUNITY FOR INSTANT SUPPORT

Most people already have WhatsApp on their phones and use it daily, so it felt only natural to answer our members' queries about setting up a BCT WhatsApp Community (WAC). And what a success it has been! First set up at the end of May, the BCT WAC had over 450 members and more than 28 groups by the end of 2025. Every single person in the community is a BCT member, so we can be sure that our conversations remain among peers. Members can join as many of the different groups as they want and by having so many age- and interest-specific groups, conversations are really relevant to the group members.

FACEBOOK FOR INTERACTION

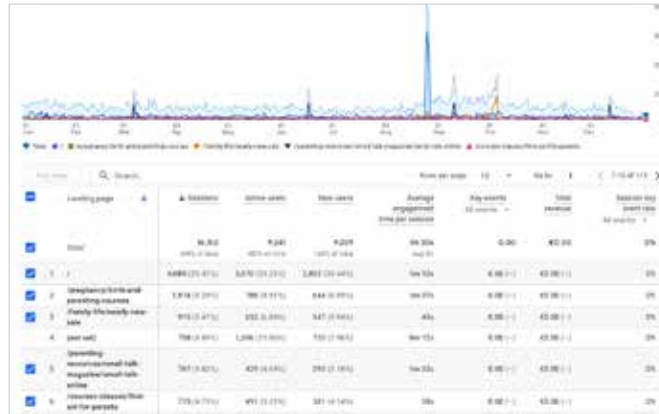
The **BCT Facebook page** (www.facebook.com/bctbelgium) not only provides members and non-members with information we want to share about our organization and events but also about parenting in general with articles from around the web. In 2025, we saw another steady increase in numbers with 5,600 followers.

The **BCT Facebook group** (www.facebook.com/groups/BrusselsChildbirthTrust) is a community of BCT members and non-members that support each other on their journey through parenthood, with knowledge, lifehacks and encouragement. At the end of 2025, the main BCT Facebook group had more than 6,400 members.

INSTAGRAM FOR VISIBILITY

With all the playgroups and events happening at the Clubhouse and around Brussels, we were proud to show off what's happening at the BCT on our Instagram account [bctbelgium!](https://www.instagram.com/bctbelgium/) Over the year we posted, interacted and gained followers – a wonderful way to stay in touch.

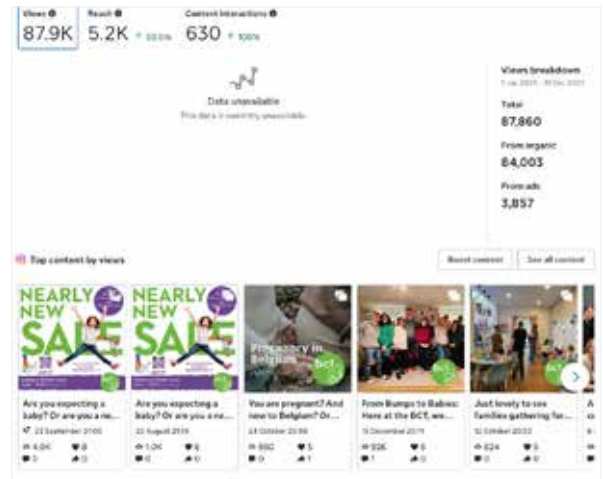
WEBSITE PAGE VIEWS IN 2025



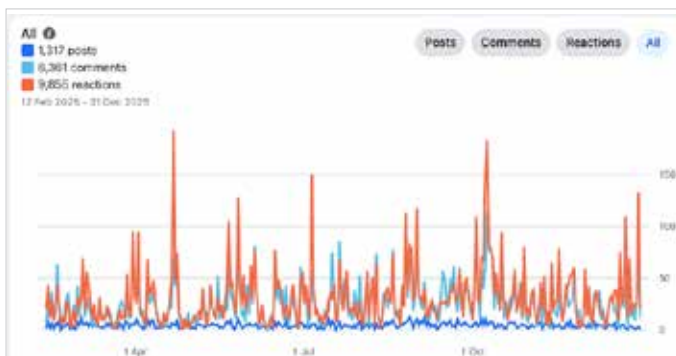
FACEBOOK PAGE VIEWS IN 2025



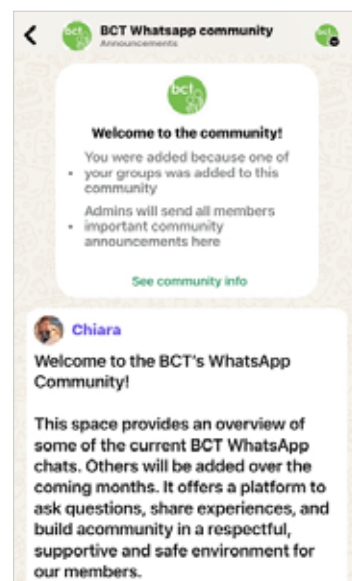
INSTAGRAM VIEWS IN 2025



FACEBOOK GROUP INTERACTION IN 2025



LAUNCH BCT WHATSAPP COMMUNITY



BOARD *of* DIRECTORS

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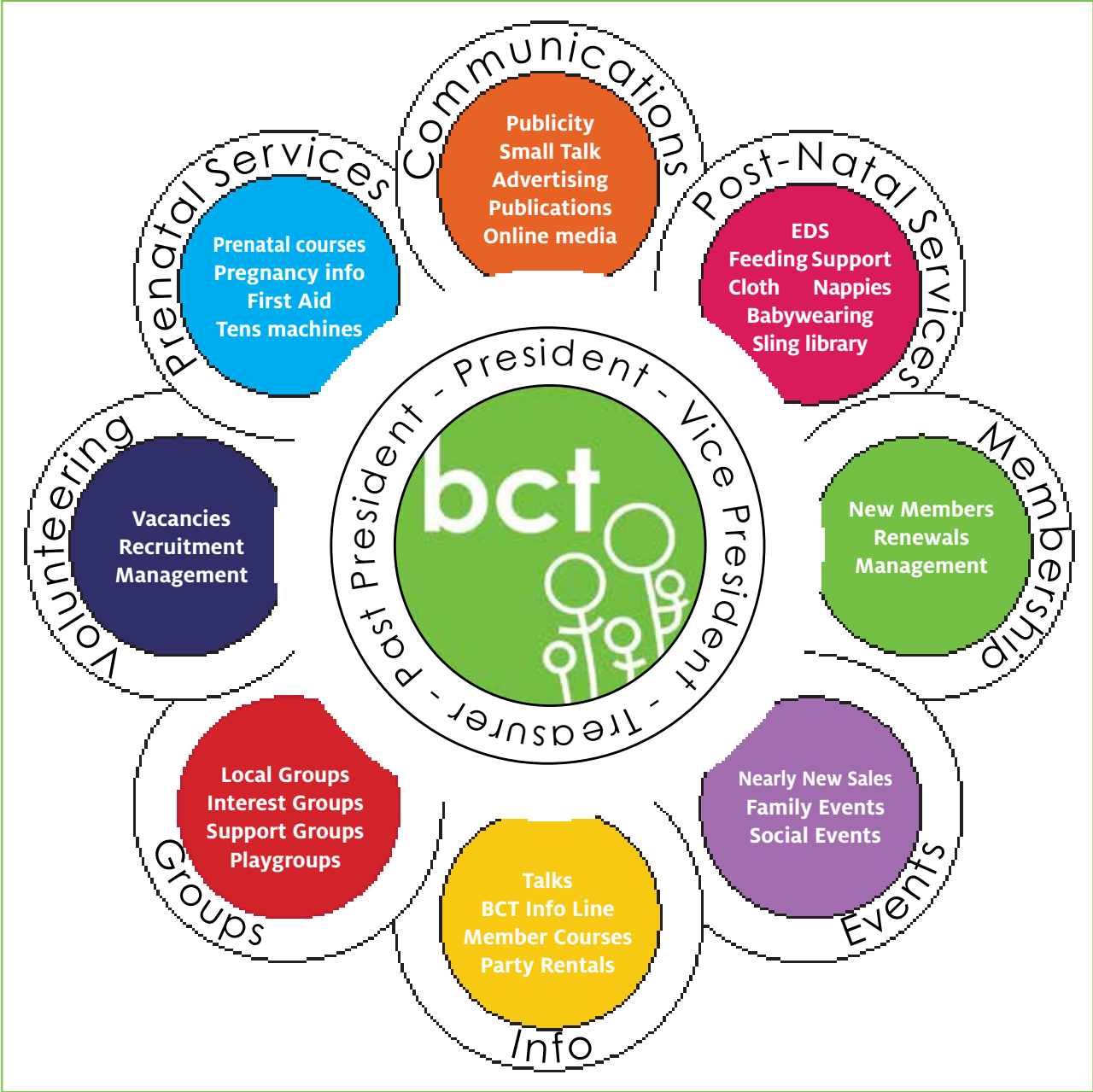
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FINANCES

After several years of losses, the final accounts at the end of the year 2025 showed a profit of €6.460 versus an expected loss of €5.450.

The main reasons for the significantly profit: we saw a large increase in membership numbers and we cut cost in Small Talk production by going digital end of 2024.

WHERE DOES THE MONEY COME FROM? WHAT IS IT SPENT ON?

The BCT's main **sources of income** in 2025 are the membership fees, prenatal and postnatal services, display advertisements in Small Talk magazine, members courses, groups, events, the NNS and the rental income for the Clubhouse.

The BCT generated revenue from membership fees of €46.068. This is higher than the budget €36.000 and the last year: (2024) of €36.266

The income from prenatal services (prenatal courses, First Aid classes and 'Pregnancy in Belgium' classes) was €37.719. With significant expenses in this area of €35.675 the profit was €2.044; last year: (2024) €2.814.

The display ad team generated income of €2.951, which covers 48% of the costs related to the production of the magazine.

The income for the Autumn 'Nearly New Sale' was €13.679 and the expenses in this area €11,409. The profit was €2,270 this is in line with the the budget.

The events team generated an income of €539. Most of events were free for the BCT Members.

The income from Member courses and Workshops showed €1.184 with the expenses €648.

The postnatal services generated a stable income of €605 (for the rental slings and tens machine).

On the **expenditure side** our premises and its maintenance are the biggest blocks amounting to €45.618. Last year (2024) it was €44.416. The Budget for 2025 was €45.000. From 01.08.2025 the net rent was increased.

The BCT started to rent out the Clubhouse to members in 2021 which has become an invaluable income stream. In 2025 the generated income was €13.090, which covered 39% of the net rent paid in 2025 (€33.656). In 2024 the income was €10.310, and covered 32% of the net rent (€32.543).

The cost related to our prenatal services, mainly for teacher fees, were €35.675.

The IT cost of €6.606 consist of the website maintenance, Zoom subscriptions and the cost for the membership management system Twizzit. The budget 2025 (€6.500)

Philippe Vandebek from Rudi Swings bvba, Boekhouding - Fiscaliteit has checked and approved the end of year statement closing 2025.

FORWARD LOOK TO THE BUDGET 2026

The BCT does not intend to make a profit, but has accumulated profits over some years in the past. This year an overspend of €1.000 is projected.

Most of our efforts will again be in the area of increasing our membership base further. We are aiming to cut costs where possible and to increase our income in order to cover expenses.

A big "thank you" needs to go out to the various volunteers who took on additional projects throughout the year and for each person who supported the BCT with a donation.

FINANCIAL REPORT: Actuals 2024, budget and end year accounts 2025 and budget 2026

AREAS	2025 ACTUALS			2025 BUDGET			2024 ACTUALS			2026 BUDGET		
	INCOME ACTUALS	EXPENSES ACTUALS	RESULT	INCOME BUDGET	EXPENSES BUDGET	RESULT	INCOME ACTUALS	EXPENSES ACTUALS	RESULT	INCOME BUDGET	EXPENSES BUDGET	RESULT
1. Membership	46.068,00	0,00	46.068,00	36.000,00	0,00	36.000,00	36.226,00	0,00	36.226,00	42.000,00	0,00	42.000,00
2. Magazine	2.951,00	-6.170,00	-3.219,00	4.000,00	-6.200,00	-2.200,00	7.812,00	-12.362,00	-4.550,00	3.000,00	-6.200,00	-3.200,00
3. It	0,00	-6.606,00	-6.606,00	0,00	-6.500,00	-6.500,00	0,00	-6.295,00	-6.295,00	0,00	-6.650,00	-6.650,00
4. Publicity	0,00	-319,00	-319,00	0,00	-500,00	-500,00	0,00	-342,00	-342,00	0,00	-500,00	-500,00
5. Premises	13.090,00	-45.618,00	-32.528,00	11.000,00	-45.000,00	-34.000,00	11.310,00	-44.416,00	-34.106,00	13.000,00	-47.000,00	-34.000,00
6. Member courses & Groups	1.184,00	-648,00	536,00	2.200,00	-1.000,00	1.200,00	2.115,00	-622,00	1.492,00	1.300,00	-700,00	600,00
7. Board	0,00	-1.794,00	-1.794,00	0,00	-2.000,00	-2.000,00	0,00	-2.065,00	-2.065,00	0,00	-2.000,00	-2.000,00
8. Prenatal Support	37.719,00	-35.675,00	2.044,00	34.000,00	-31.500,00	2.500,00	34.404,00	-31.590,00	2.814,00	39.000,00	-36.500,00	2.500,00
9. Postnatal Support	605,00	0,00	605,00	500,00	-200,00	300,00	490,00	-105,00	385,00	600,00	-300,00	300,00
10. Volunteers	0,00	-260,00	-260,00	0,00	-1.000,00	-1.000,00	0,00	-174,00	-174,00	0,00	-1.000,00	-1.000,00
11. Fundday/Events	539,00	-243,00	296,00	300,00	-100,00	200,00	339,00	-77,00	-262,00	600,00	-300,00	300,00
12. Nearly New Sales	13.679,00	-11.409,00	2.270,00	13.000,00	-11.000,00	2.000,00	13.318,00	-11.472,00	1.846,00	13.500,00	-11.500,00	2.000,00
13. Bank charges/Interest	200,00	-503,00	-303,00	0,00	-550,00	-550,00	0,00	-540,00	-540,00	200,00	-550,00	-350,00
14. Paypal / POM	0,00	-922,00	-922,00	0,00	-900,00	-900,00	0,00	-892,00	-892,00	0,00	-1.000,00	-1.000,00
15. Other/Donations	592,00	0,00	592,00	0,00	0,00	0,00	114,00	0,00	114,00	0,00	0,00	0,00
Total	116.627,00	-110.167,00	6.460,00	101.000,00	-106.450,00	-5.450,00	105.127,00	-110.952,00	-5.825,00	113.200,00	-114.200,00	-1.000,00

ACCOUNTS	01.01.2025	31.12.2025
BNP bank accounts	45.523,49	48.094,33
BE09 0019 0450 3757		
Main	1.344,32	1.088,96
BE24 0019 0494 8038		
Prenatal	7.471,00	6.505,00
BE27 0019 0495 1573		
Membership	940,00	410,00
BE70 0019 0495 6425		
NNS	14,35	29,48
BE41 0343 1742 7310		
Savings	35.753,82	40.060,89
BE75 3636 1476 7751		
Rental contract	4.440,00	4.440,00
Total	49.963,49	52.534,33

BCT *at a* GLANCE

876 MEMBERS

Here at the BCT we are all about family!

We are a volunteer-run not-for-profit social and support network for families and parents-to-be offering prenatal courses, postnatal services and a wide variety of activities and parenting resources in English. With currently almost **900 member families** from up to **70 nationalities** we are one of the largest international family communities in Belgium.

100 VOLUNTEERS (and counting!)

575 MEET-UPS IN OUR VARIOUS GROUPS

47 Information Talks

262

parents-to-be
in prenatal
courses

450

Members in our WhatsApp Community

419000 VIEWS ON
www.facebook.com/bctbelgium

66 Clubhouse
Party rentals

87000 VIEWS ON
www.instagram.com/bctbelgium

10 Pregnancy in
Belgium Evenings

16 TENS rentals

242 Playgroups at The Clubhouse

249 Local group
meet-ups

1 Nearly New Sale

And countless gatherings at family events, BBQs, workshops, member courses @ more.



BrusselsChildbirthTrust (BCT)
asbl/VZW 466669572

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www.bctbelgium.org
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